



Roger

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April 12, 1996

Jim Best
Pat Cundari
Rick Sanders

Subject: Cumberland Farms

Gentlemen,

As discussed, account penetration in Cumberland Farms at the local level has paid major dividends for RJR. Attached is a package which should help with this process in all RJR Regions. My suggestions is that you may want to forward to the appropriate Regions. Enclosed is the following material:

- Overview of chain management structure, etc.
- Letter from KAM Merusi listing chain management (GM's/RM's) addresses, phone #'s, etc.
- List of recommended RJR management contacts/Division, etc.
- Letter from KAM Merusi listing areas we have improved upon by initiating local contact.
- Letter from a Cumberland RM to Jim Maguire which proves local contact works!

Please contact me if you have any questions.

Sincerely,

Dave

Attachments
0221DW/di

c: J. V. Maguire
R. F. Kane
J. M. Piscitelli
NESA RSM's

KAM 4/23/96
DM

Can be used
to develop

Supervision

Program as
discuss last

week

Rogers

51862 0656

CUMBERLAND FARMS

Largest Region C-Store Chain

Largest Region Direct

A-100 National



HEADQUARTERS

900 Stores

(15 States)



GENERAL MANAGERS (5)

175-200 Stores Each



REGION MANAGERS (20)

40-50 Stores Each



SALES MANAGERS (100)

8-10 Stores Each

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